

# ZigZag

## NEWSFLASH

9 departments

ZigZag Education is made up of nine key departments. See right to find out what they do and see inside for a wider description of how the writing team fits into the overall nine-team matrix. The nine departments are...

### inside

Benefits of being a ZigZag writer

Improvements to ZigZag

Crossword competition Winners!

Charity begins at ZigZag

## the TEAM

WHAT DOES EACH DEPARTMENT DO?

A

### Accounts & Finance

Keeps accurate records; tracks cash flow to ensure everyone can be paid. Turnover is vanity, profit is sanity, cash is king.

BS

### Business Support

Together with above, carries out many activities in the background that allow the business to function such as administration, IT, HR, payroll and facilities; not so noticeable, but invaluable.

CS

### Customer Services

Key functions of Customer Services are to answer customer queries, to process orders and to keep customers happy... an ongoing and challenging task!

W

### Writers

Made up of internal writers and external authors who are largely paid royalties. The core task of the writers is to write resources; writing efficiently to produce high-quality resources for schools. Strong subject knowledge and strong subject interest combined with a flair for writing and creativity are essential.

E

### Editors

The core tasks are to plan for, project manage, assess and market resources successfully. Currently, editors are managing a massive expansion in publications and are exceeding targets. Six marketing times are potential stress points but process is streamlined and everyone pulls together.

F

### Formatters

The core task of the formatter is to format a large number of documents to amazing standards and structure and beauty. The formatters focus on usability, layout and design. Most know Microsoft Word inside out.

P

### Proofreading

Key task is to proofread internal ZigZag documents and some documents from the general public. Proofreaders are guardians of high-quality language and style, eradicating errors in spelling, punctuation and grammar, and inconsistencies in style.

MD

### Marketing Distribution

The core task is to mail out millions of leaflets efficiently. Dexterity, speed and accuracy, and concentration when doing routine tasks needed.

SMT/  
SMTe

### Senior Management and Senior Editorial Management Teams

A key objective is to ensure each department is functioning well and getting along; social cohesion within each team. Also, to improve the experience of all employees and customers on an ongoing basis as well as improving working conditions and training on an ongoing basis to ensure that colleagues are equipped to do their work.

## Benefits of being a writer at ZigZag (as told by writers)

*I think the team is the main benefit of working at ZZ; the writers are really great and supportive, but also the rest of the development team. It's a really friendly atmosphere. It really helped me to stay motivated and focused on my work.*

• • •

*A key benefit of being a writer at ZigZag is working with other passionate, creative and lovely writers.*

• • •

*Having flexible working hours is very useful as it allows you to plan for time off.*

• • •

*ZigZag's commitment to organising socials.*

• • •

*My editor always tries to be available for meetings when I need them (for support, etc.).*

• • •

*The company is small enough that you can get to know the majority of the team if you want to put the effort in, go to socials, etc. (Plus there are socials available, and trips to the pub on a Friday night.)*

• • •

*I've also been told from former writers that ZZ looks great on a CV if you wish to continue with a career in publishing afterwards.*

• • •

*There are some thoroughly enjoyable resources to write, especially the more creative ones such as activity packs, case studies, etc.*

## Retention Rates

To give a wider perspective on retention in the whole company, for permanent roles within the business, the total turnover rate is approximately 9%, based on the last three years, which is about half the national average for work within the 'all private services' sector. Total turnover rate for this sector is 23.6%, 2015 ref: XpertHR Chart 2/3 with 5.9% of these forced; compared to ZigZag's 0% for forced turnover.

Contract extensions for writers are offered where other resources are projected to be viable based on the latest sales figures on other resources and new projections; the acceptance rate of writers for extension contracts is 96%, with just one writer changing their mind and moving to a new location.

The high retention rates among permanent colleagues and the high acceptance rate for extended contracts is good for everyone.

THE STATS

96%

acceptance of extended contracts

### Did you know?

Former writers Joseph (History) and Richard (Business) both went on to editorial work at Taylor & Francis (journal publisher).



# WINNERS!

Well done to everyone who managed to complete either (or both) of the crosswords given out as part of the Newsflash Writer's Edition!

Of the 18 successful entrants, eight lucky crossword connoisseurs went home with a bottle of wine or champagne.

THE WINNERS



**QUICK CROSSWORD**  
Sam, Frankie, Rachel L and Gabi



**CRYPTIC CROSSWORD**  
Tom, Holly, Rachel S and Ellena

Rachel and Ellena all smiles with their prizes!



## IMPROVEMENTS



## A FEAST OF IDEAS

## Successful Brainstorming Outing to be Repeated

The full MFL team and JL recently spent a morning (and buffet lunch) discussing ideas for future development for MFL. A lot of great ideas were discussed; there were notable contributions from everyone there – thank you. Steph is in the process of pulling all the ideas together and reviewing proposals for new ranges to be developed by both internal and external writers. JL will be following this up with similar sessions for other subjects.

## Writing Room 1

*Did you know?* It was originally the office of a Labour NW MP, who lost his seat in 2010. It was also home to a concrete stage, and two run-down storage rooms... Stage removed; tough and dusty work for Ian!... New kitchen, with new flooring, new blinds fitted, new carpet relaid, new lighting upgraded. Additional investments include high-end i7 computers and ergonomic and high-quality office chairs. Storage room 2 was converted into a meeting/lunch space with new fireproof and soundproof doors... for additional convenience and to make use of the sun and fields, the external wall was removed and replaced with high-security doors to allow for exit to the fields. Probably the best designed space at ZigZag and initially designed to fit our creative team of key writers, now expanded into three offices.

## Returning Writer

A very warm welcome back to **Petar**, who has come back after completing a master's degree to take on a new subject challenge; taking on Politics. He received a bottle of champagne from Glynda!



## Rachel Returns!

Welcome back to **Rachel** (Managing Editor, Business Development Manager) who is transitioning beginning 13th November after a short maternity break!



## ZigZag Sickness Pay Policy...

ZigZag Education has always made discretionary additional payments for certain types of longer-term sickness, such as for an operation, and will continue to do so...

- **ZigZag introduces Zig Long Pay and Zag SSP Double Pay.** Zig Long Pay will detail the normal practices that employees can expect when experiencing longer periods of sickness (more than 10 days) – applies for employees with more than one year of service. Details will be included in the handbook before April 2018.
- **Zag SSP Double Pay will add 50%-100% to eligible Statutory Sick Pay** – applies for employees with more than four months' service. Details will be included in the handbook before April 2018.

## How-to Guides

The notes from a fruitful series of writers' meetings over the last year, each focusing on a different resource range, are being turned into a series of how-to guides to support internal writers. Andrew has completed the bulk of the work; the next stage will be to ensure key info is also in the briefs for internal and external authors. They'll be released ASAP to support new writers as well as experienced writers working on new ranges. As always, editors will value additional ideas and suggestions for the briefs they are working on – even if ideas are not feasible for the current projects, editors have the option of adding them to the central project brief for that range for consideration by other editors.



## Education First Move OUT, ZigZag Move IN

A great extra meeting room will be added, unit 13. This will ease pressure on the other meeting rooms and, due to its location, this should be especially helpful to writers in writers' room 2, allowing them to find a space to meet more conveniently.

## Charity begins at ZigZag!

ZigZag employees raised nearly £200 with a Macmillan Coffee Morning Bake Off and a Halloween fancy dress for the Teenage Cancer Trust – well done all! ZigZag has matched the money raised, bringing the total up to £400. A big thanks to Pete and Rob for organising these events. Note also that you can **Give Blood** nearby at Southmead Hospital (ZigZag will contribute 30 mins of time to your timesheet if your appointment is during the working day).

⇒ Book at [blood.co.uk](http://blood.co.uk)



ZZ Bake Off **£150**  
**£50** Halloween dress-up  
**£200** matched by ZigZag!

